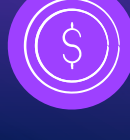


# A snapshot of the charity sector

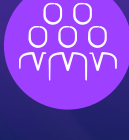
59,967

Number of charities



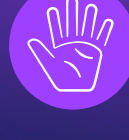
**\$190 bil.**

Total revenue



**1.42 mil.**

No. of employees



**3.2 mil.**

No. of estimated volunteers

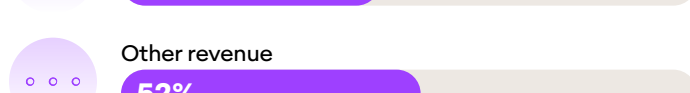
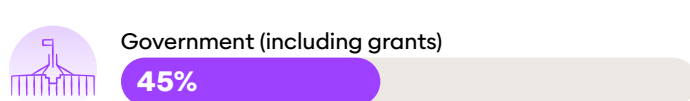
## Top 3 NFP programs

A program is an activity or service that a charity runs



## Top sources of revenue

% of charities who receive revenue from sources



## NFPs are funded by

**\$97 bil.**  
Government (including grants)

**\$59 bil.**  
Goods or services

**\$13 bil.**  
Donations & bequests

**\$6 bil.**  
Investments

**\$14 bil.**  
Other revenue

# Empowering impact in the charity sector

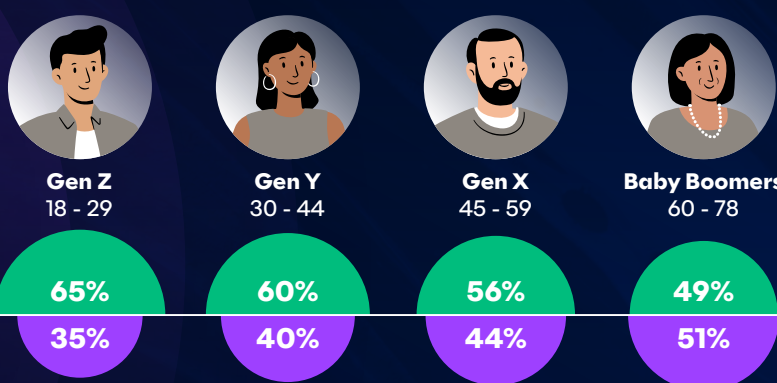
## The giving landscape



**Five in six Australians (84%)** are giving financially to charities or not-for-profits

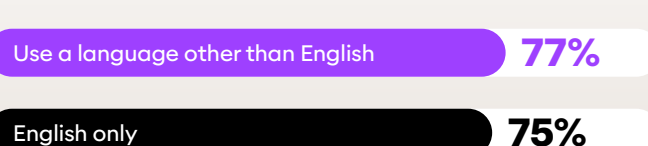
## GENERATIONAL GIVING PREFERENCES

● Opportunity givers  
● Committed givers



## Cultural diversity has little impact on giving behavior

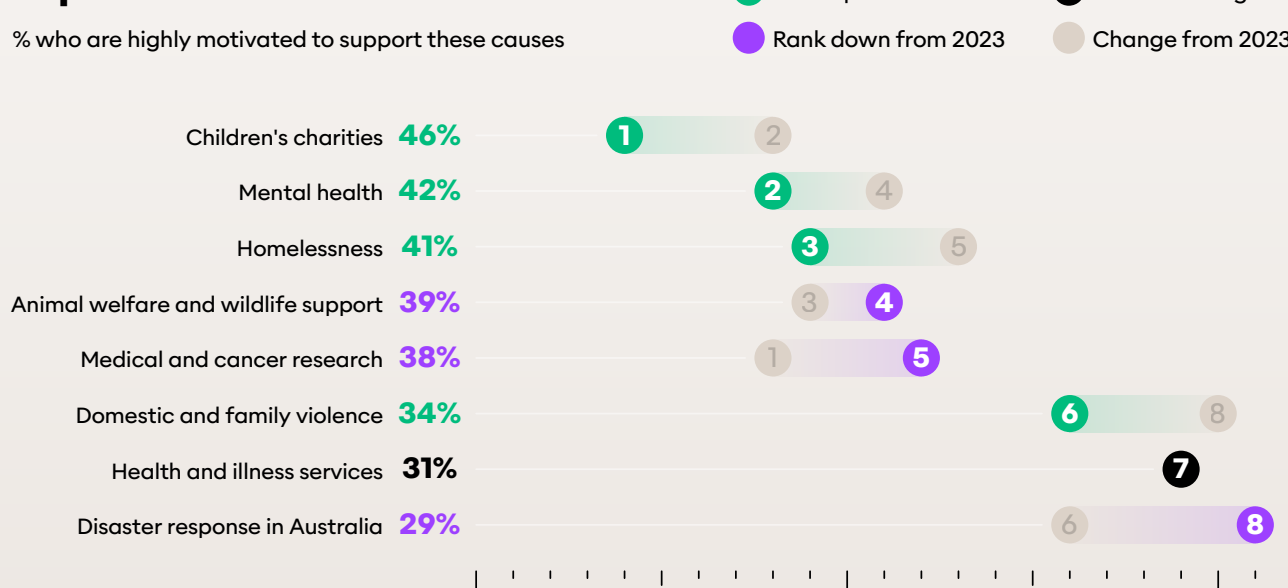
Give at least annually to charities



## Top 8 causes

% who are highly motivated to support these causes

● Rank up from 2023  
● Rank down from 2023  
● No rank change  
● Change from 2023



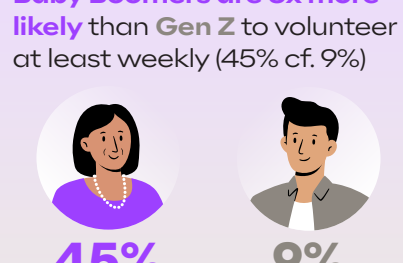
## Volunteering engagement

**30% of donors** have volunteered for a charity in the past 12 months, consistent with 2020 (33%)



48% of these volunteer at least once a month

**Baby Boomers are 5x more likely** than Gen Z to volunteer at least weekly (45% cf. 9%)

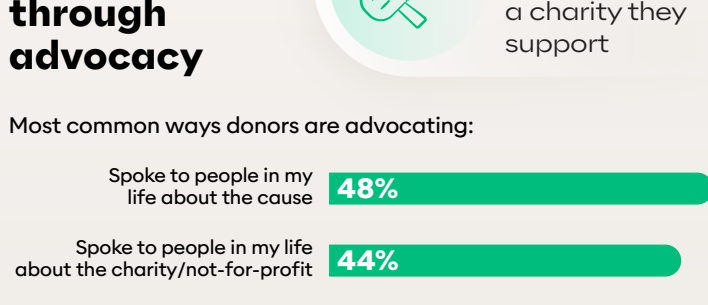


## Amplifying the message through advocacy

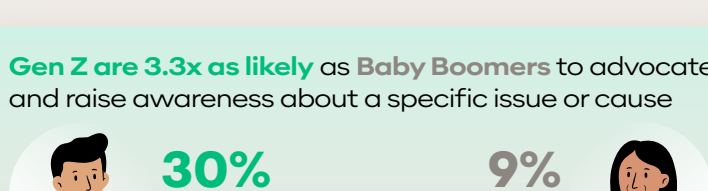


**76% of donors** have engaged in advocacy for a charity they support

Most common ways donors are advocating:

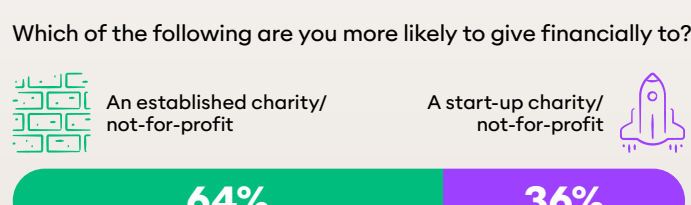


**Gen Z are 3.3x as likely** as Baby Boomers to advocate and raise awareness about a specific issue or cause



## Older donors prefer established charities, Gen Z favour disruptors

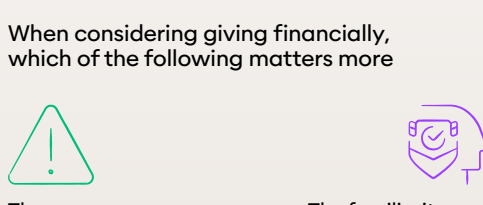
Which of the following are you more likely to give financially to?



**61% of Gen Z** prefer giving to a start-up charity/not-for-profit

## Cause matters more than charity familiarity

When considering giving financially, which of the following matters more?



## The tension around consolidation



**40% of donors** strongly/somewhat agree that small charities should consolidate with large charities to increase their impact

**40%** strongly/somewhat agree that small charities are good as they meet needs big charities don't

## Key considerations for leaders

